

Testimonials

A testimonial is a brief statement--a few lines--that describes the value of NOAA's contribution (technical expertise or funding) to making your project a success. Thank you so much for considering giving us a testimonial. This is absolutely not required, but of course we would be delighted to have yours.

Why do we want your testimonial? Testimonials help us show that we have made a valuable contribution. As a federal agency with the responsibility to use taxpayer funds wisely, testimonials help us demonstrate our value. We may use these testimonials on our website, in printed pieces, or in other media that we use to tell our story.

What are we looking for in a testimonial? A good testimonial is **specific**. Good testimonials don't stop at "They did a great job" or "We're glad to have had their help" or "This river is important to me." They explain *how* we made a difference and *why* you value the resource.

Who should give a testimonial? We are looking for testimonials from our partners and stakeholders.

If you're a partner, consider how the value of NOAA's technical expertise and funding made the project possible:

- How did NOAA's technical expertise help make the project a better one?
- How did NOAA's contribution help to generate additional funding for the project?
- How did NOAA's efforts help you overcome a hurdle or challenge?
- What's the number one reason you would work with NOAA again?

For example:

"[NOAA funding] came at a critical time, enabling us to get our contractors hired and out there on the river this summer . . . Of course, local businesses are thrilled with the job opportunities and many especially value being part of a project to restore the river where they live. NOAA has helped the Penobscot Project stay on the critical path to revitalizing fisheries, wildlife, recreation, business, traditions and culture including renewed opportunities for the Penobscot Indian Nation to exercise of sustenance fishing rights and other river-based cultural practices."—Laura Rose Day, Executive Director, Penobscot River Restoration Trust, Maine

"We would like to thank the National Weather Service for providing incident meteorologists and support in response to the April 2011 tornado outbreak . . . Their

necessary and timely reports helped ensure the safety and operational effectiveness of state and federal staff and volunteers working on this disaster.” —Alabama EMA Director Art Faulkner and Executive Operations Officer Jeff Byard

If you can help us gather testimonials from stakeholders, please do so! Stakeholders include contractors, people who use and value the resource (e.g. fishermen, boaters, hunters, bikers, etc), people whose businesses are supported by the resource (tour guides, bait shop owners, etc). Testimonials from stakeholders should emphasize the value of the resource to them and/or the benefit of the project in economic, social, or cultural terms. For example:

“The Catch Share programs implemented by NOAA in the Gulf of Mexico have rescued our fishing industry. For the first time in modern history we have a sustainable year-round fishery and real jobs. Because of our rebuilding progress, in 2012 both recreational and commercial sectors will get increased quotas, another first in history. This is good not only for fishermen, but also for the 98.5% of taxpayers whos access to this resource is through the Commercial and Charter fishing industry.” —Gulf Fisherman’s Association and Shareholders Alliance

“I hired an employee who’d been laid off from his previous job. When I talked with him about wrapping up restoration work this season he said, ‘When you hired me, I was behind on my bills, and I want to let you know that I’m caught up on my bills, and I’m not apprehensive about the winter.’ ” — Bill Leavens, L&S Rock Products, Central Point, OR

“I’m 71 years old, have two grandchildren, and I want those kids to come back here in 60 years to a stream that is viable and productive that they can fish.” — Ray Tharp, Middle Rogue Steelheaders

If you have any questions about what we are looking for in a testimonial or how we will use them, don’t hesitate to contact Renata Lana, the Senior Communications Specialist for NOAA’s Restoration Center. She can be reached at 301-427-8656 or renata.lana@noaa.gov.